

VESSA STUDIO · FREE GUIDE

# AI Host *Fit Check*

Score your business in ten minutes, and get the disclosure lines every AI host needs.

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STUDIO · ONE OF A KIND

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00 Is an AI Host Right for Your Business?

In about ten minutes you'll score your business on twelve questions, get a clear yes, not yet or no, and leave with the disclosure lines every AI host needs.

Results vary and nothing in this course is a promise of income, followers or views. Tool names, prices and features change; check each tool's website. This course is general education, not legal, tax or financial advice. Every Vessa influencer is an adult, and Vessa content is never nude or explicit. Always label AI content and paid partnerships.



PART 00

# Is an AI Host Right for Your Business?

In about ten minutes you'll score your business on twelve questions, get a clear yes, not yet or no, and leave with the disclosure lines every AI host needs.


00.1 · Decide before you design
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## 00.1 · Decide before you design

An AI host (or AI spokesperson) is a made-up, AI-generated person who presents your business: a welcome on your website, a how-to-book video, a weekly news clip. The host is always labelled as AI.

Most owners start by picking a face. Start one step earlier and ask whether you should do this at all. A careless host can make customers feel tricked and staff feel pushed aside. The check below gives one of three answers: **yes**, **not yet** (fix the gaps, then score again) or **no** (a real person or plain brand content would serve you better). A no is a good result, not a failure.

> **Vessa tip:** Score with one other person, such as a manager or whoever answers the phone. Owners tend to mark their own idea kindly.

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# 00.2 · What a host is for

Your product is the room, the meal, the class or the town. The host points at it.

| A host does well | A host should never |
|---|---|
| **Welcome** people with a short hello | Pretend to be a real employee |
| **Explain** something confusing, like how to book | Claim personal experience ("I stayed here and loved it") |
| **Guide** people around a place or a choice | Write, appear in or invent reviews |
| **Present** your real staff, food and rooms | Give medical, legal, financial or safety advice |
| **Remind** people of hours, events and news | Replace the person who handles a worried customer |
| | Show a fake version of your place |

If most of your plan sits on the right, a host is the wrong tool.

## Green, amber and red

Your local laws and industry codes come first.

| Light | Examples | What it means |
|---|---|---|
| **Green** | Hotels, cafés and bakeries, shops, gyms and studios, salons and barbers, local tourism, event venues, non-health product brands | A good fit with normal care |
| **Amber** | Healthcare front desks, pharmacies, banks and insurers, law firms, estate agents, alcohol or betting venues, adult training | Only simple jobs like hours, directions and how to book. No advice at all |
| **Red** | Medical, therapy or diet advice; financial or legal advice; childcare and schools; news; politics; crisis and grief services | Don't use an AI host. The face and voice customers meet should be real |

> **Watch out:** Risk comes from what the host says, not the sign over your door. A gym host who says a shake helps you lose weight has moved into red. A café host who answers a nut-allergy question has too.

# 00.3 · The scored fit check

Score each question 0, 1 or 2. If you're unsure, take the lower score.

## Part A · Goals and audience

| # | Question | 0 | 1 | 2 |
|---|---|---|---|---|
| 1 | Is your goal something a host is good at? | "Go viral", "more followers", or no clear goal | A loose goal, like "better social media" | A goal you can check, like fewer calls asking how to book |
| 2 | Do you have a steady stream of things to explain or announce? | A few posts a year | Something new most months | Weekly news, menus, timetables or seasonal changes |

| # | Question | 0 | 1 | 2 |
|---|---|---|---|---|
| 3 | How do customers feel about a labelled AI host? | Most dislike it, or you haven't asked | Mixed | You asked at least five people and most were fine or curious |
| 4 | Will the host point at real things? | Mostly AI-made scenes of your place | Some real photos | Real photos and video of your place, staff and products |

## Part B · Sector and honesty

| # | Question | 0 | 1 | 2 |
|---|---|---|---|---|
| 5 | Where does your sector sit? | Red | Amber | Green |
| 6 | Can you keep the host away from advice and personal claims? | You want it to recommend or vouch | Mostly, but some topics drift close | Yes. Advice stays with qualified people |
| 7 | Are you happy to say "AI" everywhere? | You'd rather not | Yes, but you worry it puts people off | Yes, it's part of how you present the host |
| 8 | Is there a person to answer "is she real?" and take over? | No one reads messages | Someone checks now and then | A named person checks daily and takes over when asked |

## Part C · Time, budget and team

| # | Question | 0 | 1 | 2 |
|---|---|---|---|---|
| 9 | Who owns the host each week? | No one in particular | Someone, when they have time | A named person with protected hours, or a hired helper |

| # | Question | 0 | 1 | 2 |
|---|---|---|---|---|
| 10 | Is there budget for running the host, not just making it? | Launch only | A few months, then see | A set monthly amount for at least six months |
| 11 | How do your staff feel? | Not asked, or against it | Mixed, with worries you can work through | Talked through and on board |
| 12 | Is there a review step before anything goes out? | The maker posts it | Someone glances at it | A second person approves every script, picture and caption against a checklist |

## Reading your score

| Total | Answer |
|---|---|
| 0 to 10 | **No**, or not with this plan |
| 11 to 17 | **Not yet.** Fix your zeros and ones, then score again |
| 18 to 24 | **Yes, likely a fit.** Score again after 90 days |

Three answers override the total:

- **0 on question 5** (red sector): the answer is no.
- **0 on question 7** (not wanting to say "AI"): the answer is no.
- **0 on question 6** (wanting the host to advise or vouch): not yet at best. Change the plan until it scores at least 1.

TEMPLATE

AI HOST FIT CHECK · date: _____
Business: _____ Scored by: _____ and _____

A · Goals and audience Q1 __ Q2 __ Q3 __ (asked __ people) Q4 __ = __ / 8
B · Sector and honesty Q5 __ Q6 __ Q7 __ Q8 __ = __ / 8
C · Time, budget and team Q9 __ Q10 __ Q11 __ Q12 __ = __ / 8
TOTAL: __ / 24
Overrides: Q5 = 0? Y / N Q7 = 0? Y / N Q6 = 0? Y / N

Our answer: YES / NOT YET / NO
Our goal, in one sentence we can check: _____
Gaps, owners and dates: _____
Score again on: _____

A host who posts three times and goes quiet looks worse than no host at all.

## 00.4 · The five honesty rules

Every host rests on these five rules.

| Rule | In practice |
|---|---|
| **Always labelled** | The profile, every post and anything spoken or typed in chat says the host is AI |
| **Never a person** | No claims to be human or to have experiences; never posing as staff or a customer |
| **Never a reviewer** | The host never writes, appears in or invents reviews or testimonials |
| **Real things only** | Real staff, rooms, food, prices and offers. No AI-improved photos, no fake guests |
| **People first** | The host introduces your team and hands every real question to a real person |

# 00.5 · Disclosure lines kit

This section is general information, not legal advice. Laws differ by country and state, and they change. Before you launch, check with a lawyer where you operate.

Label your host in **three places**: the profile, every post, and anything spoken or in chat. People often meet a host through one shared post, with no profile in sight. Use plain words ("AI host", "AI-generated"), put them first, add the platform's AI label where there is one, use a spoken line and an on-screen tag on video, and both the ad label and the AI label in ads.

TEMPLATE

BIO
[Business] · [what you do]. [Host name] is our AI host: [his/her/their] image and voice are AI-generated. Our real team answers every message.

POST (first line of caption)
[Host name] is [Business]'s AI host. This is our real [place/product], photographed by our team.

VIDEO (on screen for the first seconds)
[Host name] · AI host

SPOKEN (first sentence)
Hi, I'm [Host name], [Business]'s AI host. Here's [topic].

AD
Ad · Presented by [Host name], [Business]'s AI-generated host. Real [rooms/products], real prices. Terms: [link]

CHAT GREETING
Hello, I'm [Host name], [Business]'s AI host, not a person. I can help with [hours, directions, booking]. Type "person" at any time to reach our team.

ALT TEXT
[Host name], [Business]'s AI-generated host, at our real [place].

Someone will ask "Is she real?" or "Is he real?". Have a real person send a plain answer.

TEMPLATE

Good question. No, [Host name] is our AI host: the image and voice are AI-generated. Everyone else you see in our posts works here or is a real local partner. If you'd like to talk to one of us, reply here or call [number].

> **Vessa tip:** Read each post as a stranger would: one post, on a phone, sound off, no profile. If they can't tell the host is AI within two seconds, add an on-screen label.

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## 00.6 · Before you spend anything

Nobody honest can promise a host will bring you more customers. Results vary and nothing is guaranteed. The check makes sure you use a host for a job it suits.

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## Chapter 00 checklist

- [ ] I scored all twelve questions strictly, with a second person.
- [ ] I checked the three overrides: questions 5, 6 and 7.
- [ ] I asked at least five real customers first.
- [ ] My host will be labelled on the profile, in every post, and in anything spoken or in chat.
- [ ] I have a plain, honest reply ready for "Is she real?" or "Is he real?".
- [ ] I know this is general information, not legal advice, and when to check with a lawyer.

# Go deeper

**The AI Spokesperson** ($49) goes further: designing a host whose face belongs to nobody, the law and platform rules in the US, the EU, New York, California and the UK, what a host can safely say, content plans, voice and video, staff, budgets, and measuring honestly whether the host helps.

Find it at vessa.studio/books.html#ai-spokesperson